



MARKETING MANAGEMENT IN INCREASING CUSTOMER ATTRACTION AT THE KANGEAN ISLANDS ISLAMIC BOARDING SCHOOL

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Abstract:

Marketing Management is one of the core activities conducted by companies to sustain their existence, grow, and generate profits. Nowadays, educational institutions have also engaged in marketing activities with the aim of emerging as winners in the competition among other educational institutions. In the marketing of educational services, it is essential to consider the needs of users and customers of educational services by offering products that align with the needs of the community. This is achieved through the processing of educational services marketing. Creating attraction among users (customers) in a madrasah indicates that the management of the madrasah can demonstrate its existence by offering and marketing its institution with appealing methods that capture the hearts of the community, making them interested in the institution.

Through this research, it is hoped that concrete and sustainable solutions can be found to enhance the appeal of Kangean Islands Islamic Boarding School (Pesantren Kepulauan Kangean). The use of appropriate marketing management strategies will not only have a positive impact on the development of the boarding school itself but will also make a significant contribution to Islamic education in Indonesia. The research object is Pondok Pesantren Zainul Huda Kangean. This study is a case study with data collection techniques involving field observations at Pondok Pesantren Zainul Huda Kangean. From the statements above, it can be concluded that building trust in the community is crucial, supported by promising results and the school's support for all student activities without discrimination. Furthermore, the visible benefits will be advantageous for Pondok Pesantren Zainul Huda Kangean, even though this pesantren is categorized as an old boarding school in the Kangean Islands. Marketing management is one of the fundamental activities conducted by educational institutions to maintain their sustainability, foster growth, and achieve profitability. Therefore, it is clear that marketing is a process that must be undertaken by schools or madrasahs to provide satisfaction to stakeholders and the community.

Keyword: *marketing management, customer attraction*

INTRODUCTION

Marketing Management is one of the fundamental activities carried out by companies to sustain their business, foster growth, and achieve profits (S, 2017). The marketing activities of a company must provide satisfaction to consumers if it desires continued success, or if consumers are to have a better perception of the company (Al, Stebi, 2015). In the present era, marketing has become a practice adopted by educational institutions, aiming to emerge as winners in the competition among other educational

institutions. By implementing marketing in educational institutions, it is anticipated that they will introduce education to the broader community, making it easier to attract new students (Pamela et al., 2023). In marketing educational services, it is essential to consider the needs of users and customers of educational services by offering products that align with the needs of the community through the processing of educational services marketing (Ma'sum, 2020).

Hence, it is clear that marketing is a process that must be undertaken by schools or madrasahs to provide satisfaction to stakeholders and the community (Hidayat, 2023). Emphasizing satisfaction for stakeholders is crucial for every educational institution that aims to compete and exist. Continuous and sustainable satisfaction indicates a service process that must always innovate and develop because stakeholder satisfaction can be dynamic and subject to change (Muhammad, 2017). Effective marketing management strategies can be the key to enhancing the attractiveness of Islamic boarding schools (pesantren), expanding their reach, and gaining broader community support. This research aims to explore and design innovative marketing management strategies that align with the characteristics of pesantren in the Kangean Islands.

Creating attraction among users (customers) in a madrasah indicates that the management of the madrasah can demonstrate its existence by offering and marketing its institution with appealing methods that capture the hearts of the community, making them interested in the institution. Referring to corporate marketing, efforts to create attraction by madrasahs in promotional activities include promoting through mass media or electronic media and organizing competitions in the fields of arts, sports, and scientific knowledge (Adhianti & Herlinda, 2020). An individual will be interested in an object if it provides satisfaction and a sense of pleasure, leading the person to pay greater attention to the object of interest (Setyawati, 2018). The research conducted by Adinda Ayu & Muhammad (2023) on marketing strategies using the Shopee Live Streaming feature as a promotional tool to increase consumer attraction found that it requires high effort and enthusiasm. Furthermore, Reza & August (2015) revealed that the attractiveness of a product has a positive and significant impact on an individual's interest. According to Muthia et al. (2022), among the attractiveness variables, the sub-variable of mixed attraction is considered the best and has the highest score. Kacung Wahyudi (2018) stated that educational marketing management is a process of analysis, planning, implementation, and control of educational services contained in exchanges with the aim of producing satisfaction for the parties involved.

The above research outlines the significant influence of message attraction variables, mixture, and other promotions on an individual's interest (S, 2017). In contrast to what will be addressed in this research, the focus here is on specific strategies in the context of marketing management that can be applied to enhance customer attraction in Kangean Islands pesantren.

As Islamic educational institutions, pesantren plays a central role in shaping the character and spirituality of the younger generation. Kangean Islands pesantren, as part of the diversity of pesantren in Indonesia, holds a significant responsibility in educating students to become quality individuals, faithful, and morally upright. However, facing the continuous dynamics of time, the challenge to enhance the sustainability and attractiveness of pesantren becomes increasingly urgent.

Through this research, it is hoped that concrete and sustainable solutions can be found to enhance the attractiveness of Kangean Islands Pesantren. The use of appropriate marketing management strategies will not only have a positive impact on the development of the pesantren itself but will also make a significant contribution to Islamic education in Indonesia.

RESEARCH METHODS

The research method employed in this study is a qualitative approach. The objective of qualitative research is to describe and analyze a phenomenon, event, perceptions, attitudes, beliefs, social activities, and thoughts of individuals or groups.

This study adopts a case study design, focusing on Pondok Pesantren Zainul Huda Kangean as the research object. The research involves data collection through field observations at Pondok Pesantren Zainul Huda Kangean. Subsequently, interviews are conducted with relevant parties, including Birpen (Biro Pendidikan), and document analysis is employed to understand the experiences and perspectives of various parties involved in the transformation process.

The researcher employs data analysis techniques based on B. Miles and A. Michael Huberman's approach, which comprises three stages: (1) data reduction involves summarizing and clarifying the collected data according to the researcher's needs; (2) data presentation is done in the form of narrative descriptions to present detailed and systematic data; (3) conclusion and verification involve drawing conclusions from the analyzed data, supported by valid evidence, enabling the research to address the formulated research focus effectively.

RESULTS AND DISCUSSION

The objective of this research is to examine the influence of marketing management applied by Pondok Pesantren Zainul Huda Kangean. As known, Pondok Pesantren Zainul Huda is one of the pesantrens located in Sumenep regency, specifically on the beautiful Kangean Island. Pondok Pesantren Zainul Huda consists of three institutional stages: Madrasah Ibtida'iyah Zainul Huda, Sekolah Menengah Pertama Islam Zainul Huda, and Madrasah Aliyah Zainul Huda Duko. Founded by the late KH. Syarfuddin Abdus Shomad in 1960, Pondok Pesantren Zainul Huda initially had a simple hut for teaching Islamic lessons such as sorogan activities and recitation of nadzom Akidatul Awam. Over time, Pondok Pesantren Zainul Huda expanded rapidly, and the number of resident students increased. Consequently, a madrasah was established to continue the teaching and learning process, including the study of Matan and Kitab Kuning.

As time progressed, the institutions within Pondok Pesantren Zainul Huda have advanced significantly. For instance, Madrasah Ibtida'iyah currently holds Accreditation A, indicating substantial structural changes to achieve the desired learning objectives by the caretaker. In an interview with the head of Pondok Pesantren Zainul Huda Kangean, mentioned: "For the first time, this pesantren was founded on a trial of the full-day Diniyahl system. We and a few teams realized that it was a good opportunity as a reinforcement and attraction for the community. We socialized it to the community and provided a quality image to the community, offering reinforcement in reading Kitab Kuning." "The school created an attractive school uniform as one of its attractions, and we also conducted benchmarking for teachers to enhance their insight, ensuring the quality of our teachers in delivering quality education."

The interview strengthens the theory that Pondok Pesantren Zainul Huda Kangean's marketing strategy involves socializing to the community and providing a quality image and assurance of a new program, namely reinforcement in the ability to read Kitab Kuning. It has been proven that Pondok Pesantren Zainul Huda has become a champion in a competition in Sumenep regency, supported by the theory that school branding is the identity of the name, based on environmental potential, existing opportunities, and the support of all school members and parents, serving as the school's identity function and indicating its uniqueness, strengths, characteristics, and excellence (Huda & Afrina, 2020). The goals and benefits in marketing are at least fourfold, including: (a) Differentiation, (b) Promotion and attraction, (c) Building an image, (d) Market control.

Interviews with a parent named Umriyana, who enrolls her child under Pondok Pesantren Zainul Huda, state: "Madrasah Ibtida'iyah (MI) Kangean has many programs, so my child enjoys going to school there, which helps facilitate us as parents in educating our child. Moreover, there are many programs that are not only focused on academics." The interview indicates that parents are greatly assisted in educating their children with the various programs offered by the school. Although the school has been established for decades, the level of trust parents have in enrolling their children there is quite high. In

conclusion, building trust in the community with promising results and school support for all student activities, without discriminating between students, is essential. Moreover, the visible benefits are advantageous for Pondok Pesantren Zainul Huda Kangean, even though this pesantren is categorized as an old pesantren in the Kangean Islands.

CONCLUSION

Marketing Management is one of the fundamental activities carried out by companies to sustain their existence, grow, and achieve profit. The marketing activities of a company must provide satisfaction to consumers to ensure its continuous operation, and consumers should have a positive perception of the company. In the present era, educational institutions have started engaging in marketing to become winners in the competition among other educational institutions. By implementing marketing strategies in educational institutions, it is expected to introduce education to the wider community and facilitate the acquisition of new student enrollments. Therefore, it is clear that marketing is a process that must be undertaken by schools or madrasahs to provide satisfaction to stakeholders and the community.

Effective marketing management strategies can be the key to enhancing the attractiveness of pesantrens, expanding their reach, and gaining broader community support. Realizing the attraction of users (customers) in a madrasah indicates that the management of the madrasah can demonstrate its existence by offering and marketing its institution with methods that captivate the hearts of the community.

Pesantren Kepulauan Kangean, as part of the diversity of pesantrens in Indonesia, holds a significant responsibility in educating students to become individuals of quality, faith, and noble character. Through this research, it is hoped that concrete and sustainable solutions can be found to enhance the appeal of Pesantren Kepulauan Kangean. The proper use of marketing management strategies will not only have a positive impact on the development of the pesantren itself but will also contribute significantly to Islamic education in Indonesia.

The research focused on Pondok Pesantren Zainul Huda Kangean, utilizing a case study research design with data collection techniques such as field observations and interviews with relevant parties, including Birpen (Biro Pendidikan), and document analysis. The researcher employed data analysis techniques based on B. Michael Huberman's approach, involving three stages: data reduction, data presentation, and conclusion and verification. In summary, the importance of building trust in the community through promising results and school support for all student activities, without discriminating between students, is highlighted. Moreover, the visible benefits will be advantageous for Pondok Pesantren Zainul Huda Kangean, even though this pesantren is categorized as an old pesantren in the Kangean Islands.

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